



109 N. Main
Midland, Texas 79701

800.624.6435
432.683.3381

fax 432.686.3556
www.VisitMidlandTexas.com

Follow us for daily
news and updates:



Midland Visitors Bureau



@MidlandCVB

July 11, 2012

PRESS RELEASE
For Immediate Release



KISSKO COMPLETES FINAL YEAR OF TTIA'S TRAVEL & TOURISM COLLEGE

Denton, Texas, July 11, 2012 – Brenda Kissko, Tourism & Public Relations Manager of the Midland Convention & Visitors Bureau (CVB), recently completed the final year of a three-year intensive program of tourism marketing and management courses entitled Travel & Tourism College. Kissko will receive the Certified Tourism Executive (CTE) designation upon completion of a final project.

Travel & Tourism College (TTC), presented by the Texas Travel Industry Association (TTIA), provides participants with an intensive week of marketing and tourism management courses each summer at a Texas university. The 2012 program took place on the campus of Texas Woman's University in Denton, Texas from June 18-22.

"This program was extremely educational and gave us the tools needed to take our marketing and tourism initiatives to the next level," Kissko said. "It's a great opportunity to be able to work beside marketing professionals from tourism icons in Texas such as Sea World and Schlitterbahn to learn best practices."

Seniors, or Third Year Students, of 2012's TTC learned the emotional IQ of today's marketing campaigns, hands-on strategies for handling any crisis situation, how to create eco-friendly, sustainable tourism products, management excellence, and positively outrageous customer service. The week concluded with extensive courses in essential strategies for tourism marketing success, and how relationships affect advocacy and engagement. In addition to these courses, Senior Students are also required to complete a final project within six months of the final day of the 2012 TTC.

"The Midland CVB constantly works to keep our city at the forefront of destination marketing initiatives and will continue to take advantage of opportunities such as Travel & Tourism College to ensure our staff has advanced training," said Gaylia Olivas, Vice President of the Midland CVB.

"I am amazed by the amount of innovative solutions and ideas that I have been able to bring back to the CVB over these past three years, many of which we have already implemented," said Kissko. "I highly recommend this program to anyone wishing to move their career forward in the industry."

2013 Travel & Tourism College will take place in June 2013. TTC will begin accepting registrations beginning in late fall 2012. For more information on Travel & Tourism College visit www.travelandtourismcollege.com.

###

About the Midland Convention & Visitors Bureau

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

About Travel & Tourism College

Travel & Tourism College (TTC) is a program presented by the Texas Travel Industry Association (TTIA). TTC is a three year certification program consisting of a week of

intensive tourism marketing and management courses offered in June of each year on the campus of a Texas university. Travel and tourism professionals who complete this three-year program receive Certified Tourism Executive (CTE) designation.
www.travelandtourismcollege.com

About Texas Travel Industry Association

The Texas Travel Industry Association (TTIA) is a non-profit organization made up of businesses, organizations, associations and individuals dedicated to developing Texas tourism to its fullest potential. TTIA's mission is to unify and develop industry leadership that will support and influence the growth of Texas travel and tourism. TTIA knows that Life's Better In A State of Travel. For more information about the Texas Travel Industry Association, visit www.ttia.org or contact the office in Austin at (512) 328-8842.